

Slagm  
3/27/95

2045857836

**SHIPMENTS**  
(To All Direct Accounts)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>Lorillard</u>	<u>Liggett</u>	
13 wk Base Dec. 23, 1994	45.64	25.04	19.37	7.60	2.32	
March 24, 1995 (13wm)	<u>45.77</u>	<u>25.70</u>	<u>18.57</u>	<u>7.88</u>	<u>2.06</u>	
	0.13	0.66	(0.80)	0.28	(0.26)	
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>				
13 wk Base Dec. 23, 1994	67.71	32.29				
March 24, 1995 (13wm)	<u>69.35</u>	<u>30.65</u>				
	1.64	(1.64)				
<u>PM MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>V. Slims</u>	<u>B &amp; H</u>	<u>Merit</u>	<u>Parliament</u>
13 wk Base Dec. 23, 1994	29.10	7.87	2.36	2.30	2.36	0.66
March 24, 1995 (13wm)	<u>29.47</u>	<u>8.15</u>	<u>2.44</u>	<u>2.40</u>	<u>2.42</u>	<u>0.69</u>
	0.37	0.28	0.08	0.10	0.06	0.03
<u>PM BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Bristol</u>	<u>Alpine</u>		
13 wk Base Dec. 23, 1994	4.94	1.76	0.15	0.32		
March 24, 1995 (13wm)	<u>4.63</u>	<u>1.60</u>	<u>0.14</u>	<u>0.32</u>		
	(0.31)	(0.16)	(0.01)	0.00		
<u>PM PRIVATE LABEL</u>	<u>PM</u>					
13 wk Base Dec. 23, 1994	1.43					
March 24, 1995 (13wm)	<u>1.37</u>					
	(0.06)					

2045857837